

ABSTRACT

This invention relates to a content distribution system, a content distribution method and a content receiving device and one of the objects thereof are to enable a higher investment efficiency regarding content of manufacturers. In order to achieve the object, the content distribution system includes a content receiving device (21A, 22A, 23A) for receiving and reproducing encrypted content created by using a budget provided by manufacturer, the content receiving device (21A, 22A, 23A) comprising a receiving means 91 for receiving the content, an input means (93) for inputting a decryption key given owing to purchase of a product made by the manufacturer, a decryption means (96) for decrypting, upon input of the decryption key by the input means (93), an encryption of the content received by the receiving means (93) by use of the decryption key; and a viewing means (92) for reproducing the content decrypted by the decryption means (96).